

BENEFITS OF BUYING RECYCLED

Purchasing recycled-content products (RCPs) has many benefits. Below is a brief listing and explanation of just some of the advantages buying recycled offers.

ATTAIN RCP

PROCUREMENT GOALS

Each State agency and many local governments are required by law to buy RCPs in sufficient quantities to attain the specified procurement goals. Purchasing RCPs exhibits your support of these State laws and documents your efforts to attain compliance with them.

CONSERVE NATURAL RESOURCES

Recycling products rather than discarding them after they have exceeded their useful lives reduces our reliance on natural resources. The products we place in the recycling bins become the raw secondary materials from which new products are manufactured. By purchasing RCPs, we increase manufacturers' demand for secondary materials, which leads to more recycling. Purchasing RCPs also decreases the need for virgin natural resources, which means cutting down fewer trees, mining fewer minerals, and pumping less oil from the ground.

REDUCE WASTE AND POLLUTION

Manufacturing products from secondary materials rather than virgin materials is not pollution free, but it is typically a much cleaner process. Because fewer steps are usually required to make RCPs than to make non-RCPs, less waste is created. RCP manufacturing facilities try to locate in major metropolitan areas where the secondary materials are generated and collected. This usually requires less transportation, which in turn causes less pollution. RCP manufacturers are usually more concerned about unnecessary or excessive packaging, which is another significant source of waste. Purchasing RCPs helps to reduce the amount of waste created during manufacturing and transportation, and it reduces the amount of air and water pollution generated by manufacturing.

CONSERVE ENERGY

Manufacturing RCPs from secondary materials is almost always less energy-intensive than manufacturing non-RCPs from virgin resources. The energy needed to collect, clean, and process secondary materials is often less than extracting virgin resources. Also, the energy needed during

the manufacturing of an RCP is normally less than is needed to manufacture non-RCP products. Purchasing RCPs will decrease the need for energy, which subsequently reduces the need for coal, oil, and other non-renewable energy resources.

JOB CREATION

Recent studies indicate that every 15,000 tons of solid waste recycled into a new product creates nine jobs, and every 15,000 tons of yard trimmings composted rather than discarded creates seven jobs. When compared to two jobs created for every 15,000 tons of solid waste incinerated and one job for the same amount of yard trimmings landfilled, the economic benefits of recycling become clear.

CONSERVE LANDFILL SPACE

More than 32.5 million people live in California. More people result in more solid waste. More solid waste, combined with less landfill capacity, increases the need to find alternatives to landfilling or incinerating solid waste. Diverting materials to be recycled—rather than landfilled—preserves the landfill capacity currently permitted in California.

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RECYCLED-CONTENT PRODUCTS

RECYCLED-CONTENT PRODUCTS DESERVE ANOTHER LOOK

Recycled-content products (RCP) have been around for a long time—in fact, many waste hauling companies began decades ago as scrap merchants turning discards into industrial feedstock. With the expansion of consumer-based recycling in the early 1970s following the first Earth Day celebration, the quantity and variety of available secondary materials inspired a quest for new products to be made from recovered resources.

Unfortunately, some of these products were frivolous or not well-designed and gave RCPs a bad name. The RCPs of today are an entirely new breed of high-tech, high-value, earth-friendly products.

Purchasing RCPs presents a tremendous opportunity. First and foremost, RCPs provide your company, office, or home with a quality product capable of meeting any performance specifications. Secondly, you can save money buying recycled from the wide array of RCPs currently available.

Additionally, RCPs are good for the environment, reducing the demand for virgin resources and preserving landfill space. Buying RCPs from local manufacturers and suppliers also enhances economic development at the local level.

The California Integrated Waste Management Board (CIWMB) is dedicated to informing the public—both businesses and consumers—of the opportunities to purchase and use today's RCPs. You may be surprised by what you learn.

INCREASE COMFORT LEVEL

Experiment

Given a chance, RCPs will prove their value. You have an opportunity to save money, improve the environment, and perhaps help comply with a buy recycled mandate or policy. Those wishing to buy recycled-content products may find the following RCP categories a good place to start: janitorial paper products, recycled latex paint, compost, retreaded truck tires, notebooks, and ruled writing pads. These RCPs are readily available, cost-competitive, and every bit as good as nonrecycled products. Choose a product from a manufacturer or a vendor you already trust. Experiment with the most common RCPs and increase your comfort level.

Experience

Take it one step at a time if RCPs are new to you. Stay with what you know best. As your positive experiences grow, try a new product and/

or a new vendor. Brainstorm with other interested people. Get help from the CIWMB's buy recycled staff. You will find yourself gaining the experience necessary to provide assistance to others. Before long, you will be making bigger and better RCP purchases from the wide variety of available products.

Network

Share your experiences with others. Some people may have more experience buying RCPs within a specific product category or using a reliable vendor. Learn from those around you and try to avoid the few bad apples. Before long, you will see the value of buying RCPs for all of your needs.

RCP SOURCES

Identify

You may already be buying RCPs without even knowing it. Ask your suppliers to identify the recycled content of the products you are currently buying. Talk to the manufacturers to identify the recycled content of their products.

The CIWMB can provide you with a certification form to be completed by the manufacturer or vendor to verify the recycled content of the products. Identifying RCPs is a critical first step to procuring them.

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DISPELLING THE MYTHS

Price

Many RCPs are less expensive than comparable nonrecycled products. Like any product, the price of RCPs is dependent upon quality, quantity ordered, or whether the product is a specialty item or a more common product, etc. Many large corporations are currently manufacturing and selling RCPs. Compare prices and shop around. Today, many companies supply RCPs at very competitive prices.

Quality

Many RCPs are at least as good as nonrecycled products. Today's modern high technology companies and new entrepreneurial companies spend millions of dollars to research materials and test products. RCPs have inherent qualities that result in improved performance characteristics.

For example, the fibers of recycled newsprint curl more easily through the printing presses, and recycled printing and writing papers have increased printability and readability. Re-refined oil meets the same specification as virgin oil. Plastic lumber lasts longer and requires less maintenance than comparable wood or concrete products.

Availability

Many RCPs are now as easy to find and obtain as any other products. With the decrease in price and increase in quality, demand for RCPs is rapidly on the upswing. Your current contractors and vendors can easily obtain RCPs if they are requested to do so. No new business relationships are necessary, although it may be beneficial to investigate alternative suppliers. RCPs are now available through supermarkets, discount, retail, and club/membership stores.

A variety of RCP guides are available from government offices, from the U.S. Environmental Protection Agency, industry associations, and environmental groups. The CIWMB buy recycled staff can help you locate these guides. Check the CIWMB buy recycled Web site at www.ciwmb.ca.gov/BuyRecycled/ for a collection of links to useful resources.

Vendors

You do not need new vendors or product suppliers. With the rise in demand for RCPs, supply has followed. Ask your current vendors to substitute RCPs for non-RCPs whenever possible. Tell them you prefer RCPs and that you would like more to be available.

RCP Database

Request RCPs every time you buy a product. A comprehensive list of RCPs (5,000-plus) is available on the CIWMB Web site at www.ciwmb.ca.gov/RCP/

MAINTAIN RECORDS

Track

Once RCPs are identified, record and track your purchases. Keeping records may help you identify the best RCP purchases to make your dollars stretch. It also will be valuable information for procurement policies or ordinances. Other people will be interested in RCP procurement data to help them establish their own buy recycled programs.

Evaluate

Evaluate your RCP purchases regularly. Keeping accurate records will enable you to make adjustments for the following year to take full advantage of the RCP procurement opportunities and make your budget last longer. If the RCP procurement data is required for any report or summary, you will be better prepared to recommend increased RCP procurement activities.

For More Information

For more information, visit our Web site at www.ciwmb.ca.gov/BuyRecycled/.

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STEPS TO IMPLEMENT A SUCCESSFUL BUY RECYCLED PROGRAM

IMPLEMENTING A SUCCESSFUL BUY RECYCLED PROGRAM

A successful buy recycled program within any agency contains many elements. The results can vary considerably depending on the size of the agency, how it is organized, and whether purchasing is centralized. Access to online purchasing and tracking systems and the commitment to meeting the buy recycled mandates (Public Contract Code sections 12200–12320) also play a part.

Adopt a Policy

Adopting an agencywide policy is often enough to break through many barriers and provide the opportunity for recycled-content products (RCP) to prove themselves. A buy recycled policy will increase awareness of the mandates and requirements related to RCP procurement. It will also allow staff to address agencywide commitment and resource allocation needs. Adoption of a policy involves upper-level management and raises awareness about RCPs at all levels.

Develop a Buy Recycled Team

A buy-recycled team formed to meet RCP procurement requirements should include a high-level procurement official and cross-divisional staff. Those who place the orders should be involved—along with the procurement officers reviewing the purchase orders—to make sure all reportable purchases are noted. Staff in the contracts and legal offices should review all contract and bid documents to ensure that buy recycled language is included. Upper-level management should lead the team to provide policy direction.

Upper Management Support

To ensure the success of a buy recycled program, an agency will need to have sufficient staff to do the job. Usually, an upper-level manager has the best success in overseeing the agency's buy recycled activities and goals. A manager has the authority to mobilize resources and commitment from throughout the agency and to coordinate the buy recycled team.

Must Have a “Can Do” Commitment

A “can do” commitment from all buy recycled team members can be contagious throughout the agency. Staff members are more likely to help their agency succeed in its commitment if they know their management believes in the benefits and advantages of a buy recycled program.

Develop an Automated Tracking System

An agencywide system must be in place for an agency to accurately identify, track, and document all reportable purchases. Both recycled and non-recycled products must be included in order to submit a complete and accurate State Agency Buy Recycled Campaign (SABRC) annual report.

An automated tracking system would require one or all of the following:

- ☐ Revising internal forms to capture specific information from purchase orders.
- ☐ Modifying CalSTARS object codes.
- ☐ Creating a database or spreadsheet application like Microsoft Excel or Access.

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- ☐ Developing a custom-designed computer application to capture all purchases.
- ☐ Electronic reporting of purchases directly from product suppliers.
- ☐ All RC tracking must include product ID#(s), total recycled content (IRC), postconsumer content (PC), which SABRC category applies, total purchase dollars, and RCP dollars.

Share Information

Educating staff on RCPs is critical to a successful program. Many RCPs have improved over the years, but a poor experience 10 years ago may still cause apprehension among staff members. They need to hear about advancements in RCPs, and agencies need to share information with each other. Management needs the ability to network among the buy recycled team members. Buyers need to communicate with suppliers, and the buy recycled team members should inform product manufacturers of their RCP preferences and needs.

Provide Adequate Resources

As with any program, success depends on assignment of adequate resources to attain the stated goals and objectives of the program. In order to implement a successful buy recycled program, the following resources are typically necessary:

- ☐ Upper-management commitment and involvement to lead the buy recycled team.

- ☐ Knowledgeable and interested lead staff.
- ☐ Internal training and communication of RCP procurement preferences.
- ☐ Computer resources with Internet access.
- ☐ Any automated procurement tracking system.
- ☐ Allocation for staff training and travel.

Annually Evaluate Your Program

Analyze past purchases with respect to product performance, price, delivery, and user satisfaction. This information is useful in developing an RCP procurement history.

Each member of the team—management, buyers, users, and those tracking the purchases—must analyze their own past purchases to determine how they can increase RCP purchases in the future. A periodic review will prevent future mistakes and will establish purchasing practices that include RCPs.

Buy recycled team members should consult suppliers for their insight on increasing RCP procurement. They should also convey their agency's commitment to obtaining RCPs to the product suppliers.

Use CIWMB as a Resource

The CIWMB Buy Recycled Section staff is available to provide you with any assistance you may need for your buy

recycled program.

The Buy Recycled Web site at www.ciwmb.ca.gov/BuyRecycled/ provides a wide variety of information, sample language, and procurement assistance, including the following:

- ☐ **The SABRC Training Manual.** Includes definitions of terms, forms, and procedures for State agencies.
- ☐ **Training/Workshops.** Regularly scheduled events (specialized training available upon request).
- ☐ **Online RCP database.** Includes thousands of products and suppliers and links to their Web sites free of charge.
- ☐ **Sample policies and contract language.** Examples of documents that you can download and modify for your own use.

Contact Buy Recycled Staff at (916) 341-6486 or (916) 341-6487.

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RECYCLED-CONTENT PRODUCTS

MANUFACTURER IDENTIFICATION OF RECYCLED CONTENT

Why is identifying recycled content important?

Federal, state, and local governments all have laws requiring them to purchase RCPs. In addition, many private corporations—large and small—have RCP procurement policies, and the general public is looking for these products as well. But there are no universal, consistent definitions of recycled-content terminology, which makes proper labeling of recycled content very important.

Since many people are looking for recycled-content products, your products benefit from an RCP designation. And since everyone has different ideas about RCPs, the exact content of the product should be identified so buyers can see for themselves if your product meets their needs.

In addition, the Public Contract Code requires all product suppliers to certify the recycled content of all products offered or sold to the State. This is just one part of the RCP procurement requirements for State agencies.

What are the recycled-content certification laws?

Public Contract Code (PCC) sections 10233, 10308.5, and 10354 require all vendors and contractors to certify in writing, under penalty of perjury, to the State agency awarding a contract, the minimum, if not the exact percentage, of postconsumer and secondary material in the materials, goods, or supplies offered or used. Furthermore, PCC section 12205(a) requires all State agencies to require

all contractors to certify in writing, under penalty of perjury, the minimum, if not the exact percentage, of postconsumer and secondary material in the materials, goods, or supplies provided or used.

What are the RCP procurement requirements for State agencies?

The CIWMB oversees the State Agency Buy Recycled Campaign (SABRC). The SABRC mandate requires each State agency to purchase RCPs instead of non-RCPs. It requires all agencies to ensure that at least 50 percent of the dollars spent on products within each of 10 product categories and 25 percent of the dollars spent in an eleventh category go towards RCPs (see chart on page 3).

State agencies must annually report to the CIWMB their total dollars spent on purchases within each of the 11 product categories (reportable purchases), along with the total dollars spent on RCPs within each category. Furthermore, State agencies must require the supplier certification of recycled content, both postconsumer and secondary material, mentioned above.

What do “recycled content,” “postconsumer material,” and “secondary material” mean for SABRC purposes?

■ **Postconsumer material** is defined as “a finished material which would have been disposed of as a solid waste, having completed its life-cycle as a consumer item, and does not include manufacturing wastes.” This is material such as discarded newspaper that was recycled and then made into

recycled-content newsprint or some other recycled product.

■ **Secondary material** is defined as “fragments of finished products or finished products of a manufacturing process, which has converted a resource into a commodity of real economic value, but does not include excess virgin resources of the manufacturing process.” This is material such as newsprint that is trimmed from a roll in the paper plant and made into recycled-content newsprint. The material (product) did not get to the consumer before being recycled.

The supplier must identify the minimum percentage of postconsumer material and must also certify the amount of secondary material.

Secondary material **DOES NOT** include postconsumer material. For example, if a printing and writing paper contained 20 percent postconsumer material, you would indicate 20 percent postconsumer content. If the product contained 40 percent secondary material and 20 percent postconsumer material, you would indicate 40 percent secondary content and 20 percent postconsumer content.

To meet the 50/10 content requirement (50 percent total recycled-content, 10 percent postconsumer content), a product would need to contain at least 10 percent postconsumer material and 40 percent secondary material (and 50 percent virgin material). However, a product containing 50 percent postconsumer and 50 percent virgin material would also meet the requirement.

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How do I certify “multiple material” products?

For products made from multiple materials, choose the material that comprises the majority of the product either by weight, volume, or material cost. For instance, if a chair is made from steel, aluminum, and plastic, and most of the material—either by weight, volume, or cost—is plastic, report it as a plastic product. If most of the product is steel, report the chair as a steel product. If that plastic or steel is recycled-content material, then the purchase is reportable as a recycled-content purchase.

How do I identify the recycled content of my products?

Identify the total postconsumer content and the secondary material content of your products:

1. On product labeling.
2. In your catalog descriptions.
3. On your Web site.
4. In product advertising.
5. On the recycled-content certification form.
6. All of the above.

What would the certification look like?

Sample language may look like the following:

- 100 percent recycled with 30 percent postconsumer paper fiber
- Made from 75 percent recycled plastic, 30 percent postconsumer
- Lumber made from 100 percent postconsumer recycled plastic
- 100 percent postconsumer tire-derived product

Be concise! Do not use ambiguous descriptions like these:

- 100 percent recycled plastic

- 48 percent recycled material
- 30 percent recycled content
- 25 percent postconsumer waste

Ambiguous content percentages will be treated as secondary content that does not meet State procurement mandates. In addition, the material content must be described as belonging to one of the 11 recycled product categories such as “plastic, paper, steel, paint, glass . . .”

Remember: When postconsumer or secondary material isn’t labeled, your customers will assume the product contains only virgin materials.

Printing and Writing Paper. Copy and xerographic papers, high-grade paper such as watermarked and cotton fiber papers, high-speed copier paper, offset paper, forms bond, computer paper, non-carbon paper, manila file folders, white wove envelopes, non-coated printing and writing papers, book paper, newsprint, ruled tablets, posters, index cards, calendars.

- Minimum SABRC procurement goal: 25 percent of dollars.
- Minimum recycled content: 30 percent postconsumer.

Paper Products. Paper janitorial supplies, hand towels, facial tissue, toilet paper, seat covers, corrugated boxes, and various types of paperboard (boxes, cartons, wrapping, packaging), hanging files, file boxes, building insulation, containers.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent total recycled content (TRC); 10 percent postconsumer.

Plastic Products. Toner cartridges, diskettes, carpet, office products, plastic lumber, buckets, waste baskets, airplane parts, containers, benches, tables, fencing, clothing, mats, packaging, signs, posts, binders, sheeting, buckets, building products, garden hoses, trays.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Compost and Co-Compost Products.

Compost product is derived from organic materials (landscape and tree trimmings; clean wood byproducts) diverted from landfills. Compost products are typically used in landscaping and agricultural applications such as soil amendment, erosion or weed control, and turf grass top dressing. Co-compost products are derived from the blending of compost feedstock (see above) with additional organic materials such as food scraps, manures, biosolids, or other organic byproduct.

- Minimum SABRC procurement goal; 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent post-consumer.

Since compost and co-compost feedstock is virtually comprised of 100 percent recovered materials, both final products should far exceed both the 50 percent recycled and 10 percent postconsumer minimum content requirements.

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Glass Products. Windows, test tubes, beakers, laboratory/hospital supplies, fiberglass (insulation), reflective beads, tiles, construction blocks, desktop accessories, flat glass sheets, loose-grain abrasives, deburring media, liquid filter media, containers.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Lubricating Oils. This category includes motor, engine, transmission fluid (available on contract), power steering, crank case, diesel, transformer dielectric fluid, chain saw, cutting, gear, hydraulic, and industrial oil. It also includes base stock used for tractors, vehicles, fleet cars, trucks, and buses.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Paint. Latex paint, graffiti abatement, interior and exterior, maintenance.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Solvents. Printer cleaner, copier cleaner, auto/engine degreaser, parts cleaner.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Tires. Truck and bus retread, all drive and load wheels (not steering wheels).

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 50 percent TRC; 10 percent postconsumer.

Tire-Derived Products. Flooring, mats, wheelchair ramps, playground cover, parking bumpers, bullet traps, hoses, bumpers, truck bed liners, pads, walkways, tree ties, road surfacing, wheel chocks, rollers, traffic control products, mud flaps, posts.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.

- Minimum recycled content: 50 percent postconsumer.

Steel Products. Automobiles, trucks, buses, staplers, appliances, motors, paper clips, motorcycles, steel furniture, desks, pedestals, scissors, jacks, rebar, pipe, plumbing fixtures, chairs, ladders, file cabinets, shelving, containers, lockers, sheet metal, guard rails, girders.

- Minimum SABRC procurement goal: 50 percent of dollars spent annually.
- Minimum recycled content: 25 percent TRC; 10 percent postconsumer.

What are the minimum content and procurement requirements for the 11 product categories? (See table below for quick reference.)

Product Categories	Content Requirement (%)	Procurement Mandates (%)
Printing and writing papers	30% Postconsumer (PC)	25%
Paper products	50% Total recycled content (TRC) 10% PC	50%
Plastic products	50% TRC 10%PC	50%
Compost/co-compost	50% TRC 10%PC	50%
Glass products	50% TRC 10%PC	50%
Lubricating oils	50% TRC 10%PC	50%
Paint	50% TRC 10%PC	50%
Solvents	50% TRC 10%PC	50%
Tires	50% TRC 10%PC	50%
Tire-derived products	50% PC	50%
Steel products	25% TRC 10% PC	50%